



Exhibitor & Supporter Prospectus

OptumHealth's "21st Annual National Conference" has been designed to engage an audience of both clinical and nonclinical health care professionals from payer and employer organizations throughout the country. Our innovative agenda includes topics for health care professionals who manage patients and their care, as well as topics for industry professionals who work to address medical cost trends, the financial impact of new clinical technologies, and benefit-related aspects of health care.

This agenda will, of course, include multiple networking opportunities for which the conference has come to be known!

Be sure to take advantage of the conference via display and/or sponsorship and meet face-to-face with this very unique audience of case managers, medical directors, medical management and administrative staff representing many of OptumHealth's payer and employer clients, as well as our leadership team and staff. As always—conference faculty are leading physicians, surgeons and thought leaders in the fields of transplantation, oncology, kidney disease, heart disease, physical health, disease management, consumerism, and health and well-being.

Who Exhibits

Centers of Excellence participating in an
OptumHealth network program
Pharmaceutical Companies
Biotech Companies
Specialty Pharmacies
Home Health Care and Medication Management
Companies
Medical Device Companies
Nonprofit organizations that assist patients with
fundraising, education, etc.

Contacts

Exhibit Information:

LuAnne Ronning
Phone: (218) 834-6369
Fax: (612) 234-0477
E-Mail: luanne.ronning@optumhealtheducation.com

Support & Advertising Information:

Bethany Severson
Phone: (763) 797-2834
E-Mail: bethany.severson@optumhealtheducation.com

Conference Web Site:

<http://www.optumhealtheducation.com/anc2012>

Official Service Contractor:

Official Service Contractor:
The Meetinghouse Companies, Inc.
Show Contact: Kristy Buhr
Phone: (630) 941-0600, Ext. 256
Email: kbuhr@meetinghouse.com

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Past Exhibitors

OptumHealth's Annual National Conference previous exhibitors include:*

Abbott
Air Ambulance Specialists
Albert Einstein Medical Center
Allos Therapeutics
American Regent/Regency Therapeutics
Amgen
Amylin
Astellas Pharma US, Inc.
Barnes-Jewish Hospital and Washington University School of Medicine
Baylor Health Care System
Blood and Marrow Transplant Program at Northside Hospital
Boehringer Ingelheim Pharmaceuticals
Byram Healthcare
CardioDx
Cedars-Sinai Medical Center-Comprehensive Transplant Center
Cephalon Inc.
Children's Healthcare of Atlanta
Children's Hospital Boston
Children's Hospital of Philadelphia, The
Children's Hospital of Pittsburgh of UPMC
Children's Hospital of Wisconsin
Children's Medical Center
Children's Organ Transplant Association
Cincinnati Children's Hospital Medical Center
City of Hope
Clarian Transplant Center
Cleveland Clinic
Cook Children's Health Care System
Coram Specialty Infusion Services
Cord Blood Registry
Daiichi Sankyo, Inc.
Dana-Farber/Brigham and Women's Cancer Center
Dana-Farber/Children's Hospital Cancer Care
Dexcom, Inc.
Eisai
Emory Healthcare Transplant Center/Winship Cancer Institute of Emory University
Ethicon Endo-Surgery, Inc., a Johnson & Johnson Company
Fred Hutchinson Cancer Research Center's Transplant Program at the Seattle Cancer Care Alliance
Froedtert Hospital and The Medical College of Wisconsin
Genentech & Roche Diagnostics Corporation
Genzyme
Georgetown University Hospital
Gilead Sciences
Hazelden Foundation
HeartWare, Inc.
Henry Ford Hospital
Indiana Blood and Marrow Transplantation (IBMT)
InfuScience
International Transplant Nurses Society
Johns Hopkins Hospital, The
Johnson & Johnson Health Care Systems Inc.
LifeSource, Organ and Tissue Donation
Mayo Clinic
Medical City Dallas Transplant
Medication Management Systems, Inc.
MedImmune, Inc.
MedStar Transplant Institute at Georgetown University Hospital and Washington Hospital Center
Memorial Sloan-Kettering Cancer Center
Methodist J.C. Walter Jr. Transplant Center - Houston, Texas
Millennium: The Takeda Oncology Company
National Comprehensive Cancer Network (NCCN)
National Marrow Donor Program
National Transplant Assistance Fund (NTAF)
Nationwide Children's Hospital
Nebraska Medical Center, The
Novartis Pharmaceuticals Corporation
NTAF Pledges to HelpHOPELive
NUATC–Northwestern University Affiliated Transplant Centers
Ochsner Multi-Organ Transplant Institute
OptumHealth
Pfizer
Piedmont Hospital Transplant Services
Purdue Pharma L.P.
Quest Diagnostics
Roche Diagnostics
Roswell Park Cancer Institute
sanofi-aventis
Seattle Cancer Care Alliance
Shire
St. Louis Children's Hospital
St. Luke's Cooley Transplant Center
Stanford Hospital & Clinics / Lucile Packard Children's Hospital
The University of Kansas Cancer Center
University of Alabama at Birmingham (UAB) Health System
University of Arizona Medical Center
University of Chicago Medical Center
University of Illinois at Chicago
University of Maryland Medical Center
University of Minnesota Medical Center, Fairview and University of Minnesota Amplatz Children's Hospital
University of Texas M.D. Anderson Cancer Center, The US LABS / Genzyme Genetics
UT Southwestern Medical Center
UW Health – University of Wisconsin Transplant Program
Vanderbilt Transplant Center
XDx, Inc.

GENERAL INFORMATION

Location

Marriott Chicago Downtown Magnificent Mile
Chicago Ballroom, 5th Floor
540 North Michigan Avenue
Chicago, IL 60611

Standard Booth Space

As part of the exhibit fee, each Exhibitor receives:

- Three additional registrations to all sessions and events Booth staff badges will not be available.
- 8' deep x 10' wide booth space
- Standard pipe and drape setup including a back and side curtain
- One 8' draped table
- One 9" x 44" booth identification sign, if application is received prior to deadline
- Up to two chairs (*provided by hotel*)
- One wastebasket
- Free 75-word description of your organization in the *Exhibit Guide*

Additional furnishings, equipment and services are at the exhibitor's expense and responsibility and may be ordered through the Official Service Contractor.

Exhibiting Fee

Medical centers in an OptumHealth Care Solutions COE Network program — \$1,300
All other exhibitors — Refer to your conference support agreement or letter of invitation to exhibit.

Payment Schedule

Full payment of the exhibit fee must accompany the Exhibit Space Application to secure space. Payment may be made by credit card—American Express, MasterCard or VISA; check or money order (made payable to OptumHealth Education—Federal Tax ID 30-0238641).

Booth Assignment

Space assignments will be made based on the date of receipt of the completed application and full payment, with priority placement given to supporters. Applications must be received by Friday, Aug. 17 for inclusion in the Exhibit Guide and program materials. E-mail notification of booth assignments will be provided.

Contact Name

Coordination of exhibiting at the 21st Annual National Conference (ANC) will be handled between OptumHealth Education and the contact designated

on the Exhibit Space Application. It is the Exhibitor's responsibility to provide OptumHealth Education with legible, accurate contact information to ensure information is distributed to the correct individual.

Exhibit Dates and Hours*

In response to last year's attendee requests, exhibit hours have increased and are as follows:

Wed., Sept. 12 12–1 p.m.; 5–7 p.m.
Thurs., Sept. 13 1–1:45 p.m.; 5:30–7 p.m.

Food and refreshments will be served during exhibit hours. All exhibit hours are unopposed.

Exhibitor Registration Hours*

Wednesday, Sept. 12 8 a.m.–3:30 p.m.

Exhibitor Personnel Registration

All participants affiliated with exhibits must register for the event. Exhibit-only registration badges will not be provided. A confirmation packet—including registration instructions—will be sent to the Exhibitor contact designated on the Exhibit Space Application.

Hotel Sleeping Room Reservations

A limited block of rooms are being offered at a special group room rate of \$235 plus tax per night at the Chicago Marriott Downtown Magnificent Mile until Friday, Aug. 17, 2012, based on availability.

The preferred reservation method is online. A dedicated reservation Web site is available for this conference to allow you to make, modify or cancel your hotel reservation online, as well as take advantage of other services offered by the hotel.

Online Hotel Reservations:

https://resweb.passkey.com/Resweb.do?mode=welcome_gi_new&groupID=9178485

Call-In Hotel Reservations:

Toll-Free: (877) 303-0104

Important Note: For call-in reservations, you must use this dedicated reservation phone number to ensure access to our special group rate!

Cancellation

Notification of booth space cancellation must be received in writing on or before Friday, Aug. 17, to receive a refund of the exhibiting fee. No refunds will be made for cancellations received after Aug. 17. In the event of cancellation, OptumHealth Education assumes no responsibility for having included the name of the canceled Exhibitor or description of their products in conference materials.

RULES AND REGULATIONS

Installation/Dismantling*

Installation/Set Up:

Wednesday, Sept. 12, 8–11 a.m.

All exhibits must be fully installed by 11 a.m. No installation will be permitted after this time without prior authorization from exhibit management.

Dismantle/Tear Down:

Thursday, Sept. 13, 7–9 p.m.

No dismantling will be permitted before closing time without advance permission secured from authorized exhibit management.

Booth Staffing

Each Exhibitor is required to keep at least one attendant in the booth during official show hours. There will be approximately 5 hours designated for Exhibitors.

Endorsement & Eligibility to Exhibit

OptumHealth Education's acceptance of an Exhibitor does not constitute an endorsement of that organization's products or services. OptumHealth Education reserves the right to determine the eligibility of any company or product and/or service for inclusion in the exhibition.

Conference Cancellation

In the event fire, strikes, government regulations or other causes prevent the scheduled opening or continuance of this Conference, obligation for payment of the exhibiting fee shall be terminated. OptumHealth Education shall determine an equitable basis for the refund of such portion of expenditures and commitments already made.

Fire and Safety Regulations

The Exhibitor must comply with safety, fire and health ordinances that apply to the City of Chicago, State of Illinois. All displays, exhibit materials and equipment must be reasonably located and protected by safety guards and fireproofing to prevent fire hazards and accidents. Storage of boxes of any kind is not permitted under tables in the exhibit hall and foyer areas. Electrical wiring must conform with all federal, state and municipal government requirements and to National Electrical Code Safety Rules.

Electrical, Telephone, Internet and Audio Visual Requirements

Complete information addressing utility and audio visual needs will be included in the Exhibitor Service Kit.

Auxiliary Aids or Services

In compliance with the Americans with Disabilities Act, OptumHealth wishes to ensure that no individual with a disability is excluded, denied services or otherwise treated differently from other individuals. Each Exhibitor shall be responsible for compliance within its exhibit space, including the provision of auxiliary aids and services needed.

Liability

Each Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to Exhibitor's displays, equipment and other property brought upon the premises of the Hotel, and shall indemnify and hold harmless OptumHealth Education, the Marriott Chicago Magnificent Mile, and any authorized representative, agent or employee of the forgoing of any and all losses, damages and claims from any cause whatsoever by reason of the use of occupancy of the exhibit space by the Exhibitor or his assigns. The Exhibitor must surrender space occupied by him in the same condition as it was at the commencement of occupation. If the Exhibitor's materials fail to arrive, the Exhibitor is nevertheless responsible for all amounts due hereunder. In holding the exposition, OptumHealth Education does not act as the agent of the Exhibitor, the Marriott Chicago Magnificent Mile, The Meetinghouse Companies, or any other party. Claims against any party other than OptumHealth Education are to be submitted directly to the party involved.

Insurance

OptumHealth Education and the Marriott Chicago Magnificent Mile will not be liable for damage or loss to the Exhibitor's property through theft, fire, accidents or any other cause. OptumHealth will not assume liability for any injury that may occur to visitors, Exhibitors or their agents, employees or others. Exhibitor agrees to carry insurance in an amount adequate to cover any damages or loss, not less than fair market value that may occur to said property.

EXHIBITOR SERVICES

Official Service Contractor

All costs of shipping, cartage and handling are to be borne by the Exhibitor. The Official Service Contractor selected by OptumHealth Education will handle all the drayage from the drayage warehouse to the Exhibitor's booth; remove crates and empty cartons; return them at the end of the show; deliver packed goods to the loading dock of the hotel; and load the items onto transport vehicles for a "material handling fee."

All additional services required by Exhibitors, e.g., furniture, labor, floral arrangements, audiovisual equipment, electrical service, etc., should be ordered direct from the service contractor. Each Exhibitor will receive an Exhibitor Service Kit containing appropriate instructions and order forms. These additional services are not part of this agreement and must be ordered separately.

The Official Service Contractor designated by OptumHealth for the ANC is:

The Meetinghouse Companies, Inc.

781 N. Church Road
Elmhurst, IL 60126

Phone: (630) 941-0600, Ext. 256

Fax: (630) 941-7777

Show Contact: Kristy Buhr

E-mail: kburh@meetinghouse.com

Exhibitor Service Kits

Exhibitor Service Kits will be available online. The contact person designated on the Exhibit Space Application will receive notification on how to access the Service Kit. The Exhibitor Service Kit contains information and order forms for freight handling, furnishings, labor, audiovisual equipment, electrical and telephone services. Exhibit fees must be paid for access to the Exhibitor Service Kit.

Material Handling

The Exhibitor will be responsible for all material handling charges. The Official Service Contractor will handle all the drayage from the drayage warehouse to the Exhibitor's booth; remove crates and empty cartons; return them at the end of the show; deliver packed goods to the loading dock of the hotel; and load the items onto transport vehicles.

The Exhibitor Service Kit will include information on material handling and shipping instructions.

Shipping

Exhibitor agrees to ship, at his own risk and expense, all articles to be exhibited and agrees to conform to the rules for shipping as contained in the Exhibitor Service Kit. The Marriott Chicago does not have facilities for receiving and storing materials prior to the opening of the exposition. DO NOT ship equipment or displays to the Hotel directly. Detailed shipping instructions will be included in the Exhibitor Service Kit.

Utilities and Audio Visual Equipment

Information and order forms for electrical, telephone and Internet service, as well as audio visual equipment will be provided in the Exhibitor Service Kit.

Furniture and Floor Coverings

An 8' draped table will be provided as part of the standard booth set up. The ordering and cost of any additional tables, different size tables, or other furnishings are the responsibility of the Exhibitor and are available through the service contractor. Furniture order forms will be contained in the Exhibitor Service Kit.

The Exhibit Hall is fully carpeted. Exhibitors who desire additional carpeting may order it through the service contractor. A Carpet Order Form will be contained in the Exhibitor Service Kit.

Business Center

OptumHealth does not operate a business center. Services such as copying, faxing, overnight mail, etc. may be handled at the Marriott Chicago.

Drawings

Exhibitors conducting drawings should notify LuAnne Ronning via e-mail by Tuesday, Sept. 4, at luanne.ronning@optumhealtheducation.com.

PROMOTIONAL ACTIVITIES

Promotion

OptumHealth Education will promote the exhibition and its value as educational and commercial opportunities through vehicles such as our conference Web site. Exhibiting organizations will be listed in the conference online proceedings and in materials distributed during *The 21st Annual National Conference*. Exhibitors are urged to supplement OptumHealth's promotion with their own preconference promotion.

Exhibit Guide

An *Exhibit Guide* will be distributed to all attendees at the 21st ANC. A booth package includes a 75-word description of your company/product in the *Exhibit Guide*. The description is important as it describes what attendees might learn when they visit your booth and thus may increase your traffic. The description should be a brief and factual description of the products or services you will exhibit. Descriptions exceeding 75 words will be edited at the discretion of OptumHealth Education without final approval by the Exhibitor. Submit your company/organization's description to

luanne.ronning@optumhealtheducation.com, OR, if you'd prefer to wait until you've received your confirmation letter, instructions will be included. Your company/ organization's description must be received electronically by Friday, Aug. 17 to ensure inclusion in the *Exhibit Guide*.

Traffic Building Activities

To maximize attendee interaction with exhibitors, there will be a range of activities on the show floor, including an Exhibit "Preview" Luncheon and Welcome Reception & Exhibition Grand Opening on Wednesday, and on Thursday an afternoon Dessert Reception and an evening Closing Reception. Details will be outlined in the confirmation packet.

Exhibitors are encouraged to increase traffic and promote attendance through the use of giveaways and drawings. Those Exhibitors wishing to hold a drawing are to notify LuAnne Ronning of their intent by Tuesday, Sept. 4. (luanne.ronning@optumhealtheducation.com) All giveaway items from pharmaceutical, device and medical equipment industries should conform with the AMA Ethical Opinion on Gifts to Physicians (Opinion 8.061).

SUPPORT AND ADVERTISING OPPORTUNITIES

Conference Support

Benefits

More than 600 payer and employer professionals from across the country are expected to attend this year's "21st Annual National Conference" in Chicago. Maximize your organization's visibility and recognition through marketing opportunities beyond the basic booth exhibits. Benefits of conference support include:

- Signage and/or banner(s) on site at the event to highlight your contribution.

- Logo recognition on the conference Web site as a supporter.
- Link from the conference Web site to your organization's Web site.
- Acknowledgement in the *Conference Materials*.
- Recognition as a supporter in the *Exhibit Guide*—provided to all participants
- Preferred placement in the exhibit hall.
- Contributor ribbons for your staff name badges.
- Recognition as a conference supporter within your exhibit booth, if applicable.

Opportunities

Updated 5/7/12

Type of Support

Investment

Description

PLATINUM LEVEL

Additional benefits include: Three (3) additional complimentary conference registrations; premier name recognition and premium exhibit space; recognition as platinum sponsor during opening and closing remarks.

**Reception
(2 opportunities)**

**\$15,000
SOLD (1)**

Gain premier recognition and the greatest benefits as the host of one of the well-attended evening receptions. As a reception sponsor, you will partner with OptumHealth to deliver a prestigious event. Hors d'oeuvres, beverages and activities provide the perfect ambiance for attendees to socialize and reacquaint themselves.

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
GOLD LEVEL		
Additional benefits include: Two (2) additional complimentary conference registrations; preferred name recognition and exhibit placement; recognition as gold sponsor during opening and closing remarks.		
Facility Tour (2 opportunities)	SOLD (2)	Take advantage of this opportunity to showcase your facility. Attendees can tour your center, meet with members of your team, and hear about your clinical programs.
Conference Tote Bag	SOLD	Receive high-profile, enduring visibility as your company logo is carried throughout the conference and home on the tote bags provided to all attendees at registration.
Welcome Gift	AT COST + \$500 SPONSOR FEE	Leave a lasting impression by welcoming conference attendees with a gift from your organization. The gift can be handed out at registration or delivered to guestrooms. <i>(Additional charge incurred for guestroom delivery.)</i>
Conference Portfolios	\$5,000	OptumHealth has “gone green” making note taking essential during the conference. Customized portfolios will help keep conference note taking highly functional and allow your company’s logo to be with attendees while in meetings or on the run during and after the event.
NEW! Wi-Fi	\$5,000	Be recognized as the source for providing Wi-Fi access to attendees in the general session and ballroom foyer area.
NEW! 21st ANC Mobile App	\$5,000	The ANC Mobile App will provide registrants with easy, convenient access to a conference guide on their smart phones and mobile devices, including tablets. Receive brand recognition with your logo on this App.
CD Wallet	SOLD	Customized with your company’s logo, these are the ideal storage solution for all kinds of compact discs, including the media for the Annual National Conference participant materials. These holders ensure sponsorship visibility throughout the conference and beyond.
Water Tumblers	SOLD	In support of OptumHealth’s “going green” effort, this water tumbler—customized with your company’s logo—will be used over and over again throughout the conference as water will be provided to attendees via purified water dispensers instead of individual water bottles!
Conference T-Shirts	\$4,500	High-quality, cotton t-shirts with your company’s logo and the conference logo will be given to each attendee at registration.
SILVER LEVEL		
Additional benefits include: One (1) additional complimentary conference registration.		
Wellness Walk	\$3,000	Join OptumHealth Education as a health and wellness sponsor for the Annual Wellness Walk! Conference attendees will start their morning with a three-mile walk or run along the scenic shores of Lake Michigan. Your sponsorship will reward participants with a t-shirt with your company’s logo, and provide a refreshment station at the “finish line.”
Name Badge Pouches	\$2,500	Everyone will be wearing them! These name badge pouches offer guaranteed exposure throughout the conference and beyond. Customized with your company’s logo, the holders will feature a storage pocket to give attendees a hands-free way to carry their business cards, room key, credit card, etc.

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
Mid-Conference Power Pack	AT COST + \$500 SPONSOR FEE	Rejuvenate attendees mid-conference with an energy-themed “power pack.” (<i>Guestroom delivery optional—additional charge incurred.</i>)
Going Home Basket	AT COST + \$500 SPONSOR FEE	Send conference attendees home with a travel basket, compliments of your organization.
Conference Note Pads	\$2,500	Letter-size, three-hole punched notepads are personalized with your company’s logo and contact information. Conveniently located in the conference tote, these notepads provide sponsorship visibility throughout the conference and back at work.
Continental Breakfast Enhancement (2 opportunities)	\$2,500	Upgrade the traditional continental breakfast and welcome attendees as they begin their day with a full breakfast buffet, compliments of your organization.
Afternoon Break	\$2,500	Take advantage of this opportunity to gain name recognition in a casual setting when participants are networking.
Brain Boosters	\$2,500	Your center’s logo will be in front of attendees each day during general sessions. These brain boosters stimulate the mind and hands of attendees as they expand their professional knowledge.
Mid-Morning Coffee Break (2 opportunities)	\$2,000	Attendees will enjoy coffee, tea and other beverages during one of the morning coffee breaks.
BRONZE LEVEL		
Guestroom Key Cards (Hotel Room Key)	\$1,500	Attendees will carry your logo around with them throughout the conference with a personalized guestroom key card. Your company’s logo and the conference logo will be imprinted on the front of each key card.
Conference Pens	SOLD	Help attendees take notes in style with quality pens imprinted with your organization’s logo.
Conference Materials Web Site Home Page	\$1,250	Take advantage of this unique opportunity to display your organization’s logo on the HOME screen of the electronic conference materials. This Web site is visited by conference participants even before they arrive in Chicago—as well as during the conference and up to one year after the event.
Exhibit Guide Cover Logo	\$1,250	Stand out by placing your logo on the front cover of the <i>Exhibit Guide</i> . This booklet contains all the exhibition details and provides attendees with a quick reference to the conference schedule. A guide is placed inside each attendee’s registration bag.
Exercise Session	\$1,000	Compliments of your organization, attendees will have the opportunity to participate in a “Zumba” style workout session led by Vanessa Underwood. The cardio-based workout includes components of resistance/sculpting training for the entire body.
Registration Bag Insert (6 opportunities)	\$1,000	Reach every attendee as they arrive at registration. Your giveaway or advertisement will be placed in each attendee’s conference tote. Items can be a CD of your products/services, marketing brochure or promotional items. All items must be approved by OptumHealth Education.

Advertising

Advertising space is available in the 21st Annual National Conference Exhibit Guide. This 8 ½" x 5 ½" program is distributed to all conference participants to provide easy reference to the conference schedule and exhibiting information. Don't miss this exclusive opportunity to promote your product or service.

Outside Back Cover	\$1,000	Exclusive, Full-Page Ad
Inside Front Cover	SOLD	Exclusive, Full-Page Ad
Standard Placement	\$250	Full-Page Ad, standard placement throughout <i>Exhibit Guide</i>

Support & Advertising Application

Sponsorship and advertising opportunities are available on a first-come, first-reserved basis by completing and returning the Sponsorship Application. Upon receipt of the application and indication of payment method, an e-mail will be sent confirming requested sponsorship item(s).

Questions and More Information

For information on the availability of these conference support and advertising opportunities or to discuss a new idea, contact Bethany Severson at (763) 797-2834 or bethany.severson@optumhealtheducation.com.

CONTACT INFORMATION

Host Organization

OPTUMHEALTH EDUCATION

Phone: (800) 847-2050

E-Mail: moreinfo@optumhealtheducation.com

Address: MN010-S157
6300 Olson Memorial Highway
Minneapolis, MN 55427

Web site: www.optumhealtheducation.com

Conference Web site:

<http://www.optumhealtheducation.com/anc20112>

Headquarters Hotel

MARRIOTT CHICAGO DOWNTOWN MAGNIFICENT MILE

Grand Ballroom Salons I & II (7th Floor)

540 North Michigan Avenue

(Driveway Entrance on 541 North Rush Street)

Chicago, IL 60611

Web site: www.chicagomarriottdowntown.com

Exhibit & Marketing Team

EXHIBITS

LuAnne Ronning

Phone: (218) 834-6369

E-Mail: luanne.ronning@optumhealtheducation.com

CONFERENCE SUPPORT & ADVERTISING

Bethany Severson

Phone: (763) 797-2834

E-Mail: bethany.severson@optumhealtheducation.com

Official Service Contractor

THE MEETINGHOUSE COMPANIES, INC.

781 N. Church Road

Elmhurst, IL 60126

Phone: (630) 941-0600, Ext. 256

Fax: (630) 941-7777

Show Contact: Kristy Buhr

E-mail: kbuhr@meetinghouse.com

Exhibitor Key Dates and Times

IMPORTANT DEADLINES

MAY 21, 2012

- Exhibitor Service Kit available to exhibitors at <http://www.optumhealtheducation.com/anc2012/exhibit-and-sponsorship-information>

AUGUST 13, 2012

- Early discount rate deadline for material handling. Order form must be received by today.
- Early discount deadline for ordering optional booth furnishings

AUGUST 17, 2012

- Application deadline for listing in Exhibit Guide and program materials
- Company/product description deadline for Exhibit Guide
- Hotel sleeping room reservation deadline
- Cancellation of exhibit space deadline for refund

AUGUST 27, 2012

- Standard rate deadline for material handling. Order form must be received by today.
- Standard rate deadline for ordering optional booth furnishings

SEPTEMBER 4, 2012

- Last day for shipments to arrive at the warehouse without surcharges
*The advance warehouse is closed for Labor Day, Sept. 3.
Warehouse hours are Monday–Friday, 8:30 a.m.–4:30 p.m. CDT*
- Deadline for notification to conduct a booth drawing
Notify luanne.ronning@optumhealtheducation.com

EXHIBITOR SCHEDULE

WEDNESDAY, SEPTEMBER 12

- Exhibitor Registration: 8 to 11 a.m.
- Exhibitor Set-up: 8 to 11 a.m.
- Exhibit Hall Luncheon: 12 to 1 p.m.
- Exhibit Hall Grand Opening Reception: 5 to 7 p.m.

THURSDAY, SEPTEMBER 13

- Exhibit Hall Dessert Reception: 1:00 to 1:45 p.m.
- Exhibit Hall Reception: 5:30 to 7 p.m.
- Exhibit Hall Drawings: 6:45 p.m.
- Exhibit Dismantle: 7 to 9 p.m.

Exhibit Space Application

EXHIBITOR INFORMATION: (please type or print clearly)

Exhibiting Organization: _____

Exhibitor Contact Name: _____
(Company representative to receive all information regarding exhibits and the conference.)

Title: _____

Mailing Address: _____

City, State, Zip Code: _____

Phone: _____ E-mail (required): _____

List any probable Exhibitors you DO NOT wish to be near: _____

PAYMENT INFORMATION:

Exhibit Fee: \$1,300 — Center of Excellence Network Medical Center

Annual Supporter/Conference Supporter
(Refer to your conference support agreement for fee information.)

Other Organization \$ _____
(Refer to letter of invitation for exhibit fee information.)

Method of Payment: Check payable to: OptumHealth Education
Federal Tax ID Number: 30-0238641

Check Enclosed *(Payment is required for booth assignment.)*

Visa MasterCard American Express

Credit Card # _____ Exp. _____

Print Cardholder's Name _____ Signature _____

PROMOTIONAL INFORMATION:

Organization Name for Conference Materials: _____

(Use upper and lower case letters exactly as you want your organization's name to appear in conference materials and signage.)

Organization/Product Description: A brief 75-word description of your company/product will be included in the *Exhibit Guide*, which will be distributed to all conference attendees. Descriptions must be submitted electronically by Wed., Aug. 15 to ensure inclusion in the *Exhibit Guide*. Submit your description to luanne.ronning@optumhealtheducation.com.

INSTRUCTIONS:

(1) Organizations submitting applications and/or company/product descriptions after Aug. 15, 2012, may NOT be listed in the *Exhibit Guide* or program materials. (2) Payment must be received to secure exhibit space. Booth assignments will be based on the paid application receipt date. (3) A confirmation letter with instructions for registering on-site representatives will be e-mailed to the exhibiting contact listed above. Instructions for accessing the Exhibitor Service Manual—which includes shipping information and order forms—will be provided in your confirmation packet.

I, the duly authorized representative of the exhibiting organization, on behalf of the said organization, subscribe and agree to all terms, conditions, authorizations and covenants obtained in the 21st Annual National Conference Exhibitor Prospectus and Exhibit Space Application, as well as any other rules and directives which at any time are issued by OptumHealth in connection with this Exposition.

Authorized Signature: _____ Date: _____

FOR MORE INFORMATION CONTACT:

LuAnne Ronning
(218) 834-6369
luanne.ronning@optumhealtheducation.com

3 WAYS TO SUBMIT YOUR APPLICATION:

(Payment is required to secure booth space.)

1) E-mail: bethany.severson@optumhealtheducation.com

2) Fax: (612) 234-0925

3) MAIL: Bethany Severson
OptumHealth Education
Mail Route: MN010-S157
6300 Olson Memorial Hwy
Minneapolis, MN 55427

(A mail service that provides tracking information is recommended.)

FOR OFFICE USE ONLY:

Date application received: _____

Date exhibit fee received: _____

Date postmarked/faxed: _____

SPONSORSHIP APPLICATION

Sponsorships are available on a first-come, first-reserved basis by completing and returning this Sponsorship Application. Upon receipt of the application and indication of payment method, an e-mail will be sent confirming requested sponsorship item(s).

Sponsoring Organization: _____
 Organization Contact: Name: _____
 E-mail: _____ Phone Number: () - _____

OPPORTUNITIES

Check the box for the sponsorship opportunity you are requesting.

Platinum Level

Reception \$15,000

Gold Level

- Facility Tour \$1,000 (+cost)
- Conference Tote Bag \$5,000
- Welcome Gift \$500 (+cost)
- Conference Portfolios \$5,000
- Wi-Fi \$5,000
- Mobile App \$5,000
- CD Wallet \$5,000
- Water Tumblers \$5,000
- Conference T-Shirts \$4,500

Silver Level

- Wellness Walk \$3,000
- Name Badge Pouches \$2,500
- Mid-Conference Power Pack \$500 (+cost)
- Going Home Basket \$500 (+cost)

- Conference Note Pads \$2,500
- Continental Breakfast Enhancement \$2,500
- Afternoon Break \$2,500
- Brain Boosters \$2,500
- Mid-Morning Coffee Break \$2,000

Bronze Level

- Guestroom Key Cards \$1,500
- Conference Pens \$1,500
- Conference Materials Web Site Home Page \$1,250
- Exhibit Guide Cover Logo \$1,250
- Exercise Session \$1,000
- Registration Bag Insert \$1,000

Advertising

- Exhibit Guide Ad (Outside Back Cover) \$1,000
- Exhibit Guide Ad (Inside Front Cover) \$500
- Exhibit Guide Ad (Standard) \$250

METHOD OF PAYMENT

Check Payment

Make check payable to: **OptumHealth Education**
 Federal Tax ID: 30-0238641

Mail payment to: OptumHealth Education
 ATTN: Bethany Severson
 MN010-S157
 6300 Olson Memorial Highway
 Minneapolis, MN 55427

Credit Card Payment

- Visa MasterCard American Express

Credit Card Number: _____ Expiration Date: _____

Print Cardholder's Name: _____

I authorize and acknowledge all of the aforementioned charges will be posted to my credit card in the form of full payment for the items designated above.

Signature of Cardholder: _____ Date: _____

Sponsor agrees to pay above indicated sponsorship and/or advertising amount. Payment in full is due within 45 days upon receipt of application or OptumHealth Education reserves the right to withdraw the sponsorship.

Authorized Signature: _____ **Date:** _____